

## ORDER



**Orders**  
**Order / Rev:** 37606  
**Alt Order #:** 08879377  
**Product Desc:** OBAMA/P/D  
**Estimate:** 1904  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/15/12 / 10/16/12  
**Order Type:** GENERAL

KLAS

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Obama, Barack D-President  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV4  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	26	\$17,340.00	\$14,739.00
10/29/12	10/29/12	6	\$3,535.00	\$3,004.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$17,340.00	\$14,739.00	0.00
November 2012	6	\$3,535.00	\$3,004.75	0.00
<b>Totals</b>	<b>32</b>	<b>\$20,875.00</b>	<b>\$17,743.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$20,875.00
Market	100%	\$69,583.33

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,395.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,479.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/29/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	3	\$200.00	LV2	0.00	NM	3	\$600.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$200.00		0.00						
E 2	8	10/23/12	10/29/12		CM	9-10a	MTWTF--	:30	5	\$275.00	LV3	0.00	NM	5	\$1,375.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LIVE! WITH KELLY Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$275.00 0.00														
E 3	8	10/23/12	10/29/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	5	\$325.00	LV2	0.00	NM	5	\$1,625.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$325.00 0.00														
E 4	8	10/23/12	10/29/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p MTWTF--	:30	2	\$1,315.00	LV1	0.00	NM	2	\$2,630.00
THE BOLD AND THE BEAUTIFUL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 2 \$1,315.00 0.00														
E 5	8	10/23/12	10/29/12	Ellen Ellen	CM	3-4p MTWTF--	:30	4	\$375.00	LV3	0.00	NM	4	\$1,500.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 4 \$375.00 0.00														
E 6	8	10/27/12	10/27/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various (5:30 PM-6:00 PM) -----S-	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
POLITICS NOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$275.00 0.00														
E 7	8	10/23/12	10/29/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTWTF-- (4:30 PM-5:00 PM)	:30	2	\$450.00	LV2	0.00	NM	2	\$900.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 2 \$450.00 0.00														
E 8	8	10/23/12	10/29/12	630-7p Inside Edition Inside Edition	CM	630-7p MTWTF--	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 2 \$1,400.00 0.00														
E 9	8	10/23/12	10/29/12	7-8p Rotator 7-8p Rotator	CM	7-8p MTWTF--	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
ET/INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 2 \$1,225.00 0.00														
E 10	8	10/26/12	10/26/12	Fri 10-11p Blue Bloods	CM	10-11p ----F--	:30	1	\$5,600.00	LV1	0.00	NM	1	\$5,600.00
BLUE BLOODS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$5,600.00 0.00														
E 11	8	10/27/12	10/27/12	Sat 10-11p 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
48 HOURS MYSTERY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$900.00 0.00														
E 12	8	10/23/12	10/29/12	137-237a M-F Elec Plyg@M Electric Playground	CM	137-207a MTWTF-- (1:37 XM-2:37 XM)	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00
PLAYGROUND/ET <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 2 \$20.00 0.00														
N 13	8	10/28/12	10/28/12	Su 1205-105a House Crimetime Saturday	CM	1205-105a -----S	:30	1	\$140.00	LV1	0.00	NM	1	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$140.00 0.00														
N 14	8	10/27/12	10/27/12	Sat 1235-135a DaVinci IGM Da Vinci Inquest	CM	12.35a-1.35a -----S-	:30	1	\$40.00	LV2	0.00	NM	1	\$40.00

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N14	8	10/27/12	10/27/12	Sat 1235-135a DaVinci I6M Da Vinci Inquest		12.35a-1.35a	-----S-	:30	1	\$40.00	LV2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-			1			\$40.00		0.00			
													Totals	32	\$20,875.00